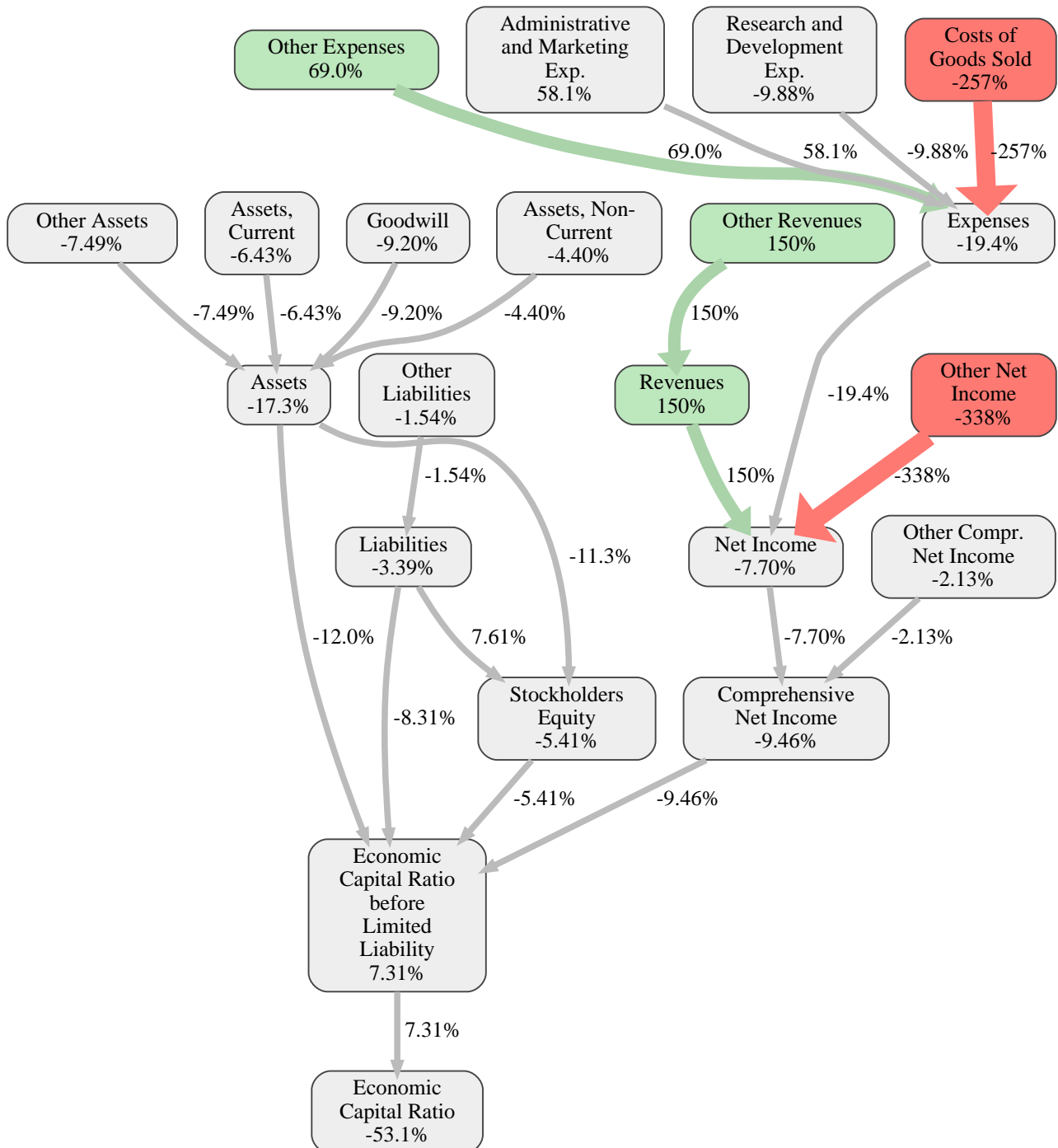




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COMPUTERS 2018

Fitbit INC
Rank 22 of 29



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The relative strengths and weaknesses of Fitbit INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Fitbit INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 150% points. The greatest weakness of Fitbit INC is the variable Other Net Income, reducing the Economic Capital Ratio by 338% points.

The company's Economic Capital Ratio, given in the ranking table, is 156%, being 53% points below the market average of 209%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Administrative and Marketing Exp.	548,976	Liabilities	758,112
Assets, Current	1,384,365	Assets	1,582,075
Assets, Non-Current	15,420	Expenses	1,899,154
Costs of Goods Sold	924,618	Revenues	1,615,519
Goodwill	73,392	Stockholders Equity	823,963
Liabilities, Current	701,300	Net Income	-277,192
Liabilities, Non-Current	49,884	Comprehensive Net Income	-276,223
Other Assets	108,898	Economic Capital Ratio before Limited Liability	-163%
Other Compr. Net Income	969	Economic Capital Ratio	156%
Other Expenses	82,548		
Other Liabilities	6,928		
Other Net Income	6,443		
Other Revenues	1,615,519		
Research and Development Exp.	343,012		